

## ORDER



KSNV

## Orders

Order / Rev: 103694  
 Alt Order #: 06830033  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 Flight Dates: 10/30/12 - 11/05/12  
 Original Date / Rev: 06/28/12 / 09/27/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: Shorr Johnson Magnus  
 Buying Contact:  
 Billing Contact:  
 1831 Chestnut St.  
 Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Berkley, Shelley for Senate *Revised*  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	168	\$48,575.00	\$41,288.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	168	\$48,575.00	\$41,288.75	0.00
Totals	168	\$48,575.00	\$41,288.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	20%	\$48,575.00
Market	100%	\$242,875.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$77,720.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$51,003.75
KTUD	0%	\$0.00
KVVU	25%	\$60,718.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,857.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/02/12	Wake Up Early w/ Wagner	GM	430a-5a	-TWTF--	:30	4	\$50.00	3	0.00	NM	4	\$200.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--			4			\$50.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/02/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	-TWTF--	:30	4	\$50.003		0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	4		\$50.00		0.00						
E 2	KSNV	11/05/12	11/05/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.003		0.00	NM	1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$50.00		0.00						
E 3	KSNV	11/05/12	11/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	2	\$200.003		0.00	NM	2	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$200.00		0.00						
E 4	KSNV	10/30/12	11/02/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	8	\$200.003		0.00	NM	8	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	8		\$200.00		0.00						
E 5	KSNV	10/30/12	11/02/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.003		0.00	NM	8	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	8		\$300.00		0.00						
E 6	KSNV	11/05/12	11/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.003		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	2		\$300.00		0.00						
E 7	KSNV	11/05/12	11/05/12	Today Show Today Show	CM	658a-9am	M-----	:30	4	\$400.003		0.00	NM	4	\$1,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	4		\$400.00		0.00						
E 8	KSNV	10/30/12	11/02/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	16	\$400.003		0.00	NM	16	\$6,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	16		\$400.00		0.00						
E 9	KSNV	10/30/12	11/04/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	-TWT--S	:30	4	\$150.003		0.00	NM	4	\$600.00
EARLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT--S	4		\$150.00		0.00						
E 10	KSNV	11/05/12	11/05/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$150.003		0.00	NM	1	\$150.00
EARLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$150.00		0.00						
E 11	KSNV	11/05/12	11/05/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$175.00		0.00						
E 12	KSNV	10/30/12	11/02/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003		0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	4		\$175.00		0.00						
E 13	KSNV	10/30/12	11/02/12		CM	9-10a	-TWTF--	:30	8	\$175.003		0.00	NM	8	\$1,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show II 3rd Hr															
M-F Today Show II															
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					8	\$175.00		0.00			
E 14	KSNV	11/05/12	11/05/12	M-F Today Show II 3rd Hr	CM	9-10a	M-----	:30	2	\$175.003		0.00	NM	2	\$350.00
M-F Today Show II															
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$175.00		0.00			
E 15	KSNV	11/05/12	11/05/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$150.003		0.00	NM	1	\$150.00
The Agenda 1230pm															
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$150.00		0.00			
E 16	KSNV	10/30/12	11/02/12	The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$150.003		0.00	NM	4	\$600.00
The Agenda 1230pm															
AGENDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
E 17	KSNV	10/30/12	11/02/12	Rachael Ray	CM	11am-12pm	-TWTF--	:30	4	\$150.003		0.00	NM	4	\$600.00
Rachael Ray															
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
E 18	KSNV	11/05/12	11/05/12	Rachael Ray	CM	11am-12pm	M-----	:30	1	\$150.003		0.00	NM	1	\$150.00
Rachael Ray															
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$150.00		0.00			
E 19	KSNV	11/05/12	11/05/12	M-F Today Show III 4th Hr	CM	10am-11am	M-----	:30	1	\$150.003		0.00	NM	1	\$150.00
Today 4th Hour															
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$150.00		0.00			
E 20	KSNV	10/30/12	11/02/12	M-F Today Show III 4th Hr	CM	10am-11am	-TWTF--	:30	4	\$150.003		0.00	NM	4	\$600.00
Today 4th Hour															
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
E 21	KSNV	10/30/12	11/02/12	Dr. Phil	CM	3-4p	-TWTF--	:30	8	\$200.003		0.00	NM	8	\$1,600.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					8	\$200.00		0.00			
E 22	KSNV	11/05/12	11/05/12	Dr. Phil	CM	3-4p	M-----	:30	2	\$200.003		0.00	NM	2	\$400.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$200.00		0.00			
E 23	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$300.003		0.00	NM	1	\$300.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
E 24	KSNV	10/30/12	11/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-TWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$300.00		0.00			
E 25	KSNV	10/30/12	11/02/12		CM	4-5pm	-TWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$300.00		0.00			
E 26	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
E 27	KSNV	11/05/12	11/05/12	M-F Early News CM		5-630p	M-----	:30	2	\$450.00	3	0.00	NM	2	\$900.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$450.00		0.00			
E 28	KSNV	10/30/12	11/02/12	M-F Early News CM		5-630p	-TWTF--	:30	8	\$450.00	3	0.00	NM	8	\$3,600.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					8	\$450.00		0.00			
E 29	KSNV	10/30/12	11/02/12	FacetoFace/Ralston RepCM		730-758pm	-TWTF--	:30	4	\$225.00	3	0.00	NM	4	\$900.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$225.00		0.00			
E 30	KSNV	11/05/12	11/05/12	FacetoFace/Ralston RepCM		730-758pm	M-----	:30	1	\$225.00	3	0.00	NM	1	\$225.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$225.00		0.00			
E 31	KSNV	11/03/12	11/03/12	Vegas Inc. CM		6:30-8pm	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
Vegas Inc.															
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$150.00		0.00			
E 32	KSNV	10/30/12	11/02/12	M-F Jeop/Wheel CM		630-730pm	-TWTF--	:30	8	\$400.00	3	0.00	NM	8	\$3,200.00
M-F Jeopardy/Wheel of Fortune															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					8	\$400.00		0.00			
E 33	KSNV	11/05/12	11/05/12	M-F Jeop/Wheel CM		630-730pm	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
M-F Jeopardy/Wheel of Fortune															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$400.00		0.00			
E 34	KSNV	11/03/12	11/03/12	Weekend Jeopardy/WheelCM		630-730pm	-----S-	:30	2	\$250.00	3	0.00	NM	2	\$500.00
WKND Jeop/Wheel															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$250.00		0.00			
E 35	KSNV	11/04/12	11/04/12	News 3 Live in Prime CM		7-10pm	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
News 3 in Prime															
NEWS IN PRIME AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$600.00		0.00			
E 36	KSNV	11/02/12	11/02/12	Fri PR 9-10p CM		9-10pm	----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
Friday Prime 9-10pm															
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
E 37	KSNV	11/02/12	11/02/12		CM	8-9pm	----F--	:30	1	\$750.00	3	0.00	NM	1	\$750.00

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 Estimate: 30S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WHIT/COMM Fri PR 8-9p Friday Prime 8-9pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$750.00 0.00															
E 38	KSNV	10/31/12	10/31/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$1,700.00	3	0.00	NM	1	\$1,700.00
SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$1,700.00 0.00															
E 39	KSNV	10/31/12	10/31/12	Wed PR 10-11p Wednesday Prime 10-11pm	CM	10-11pm	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
CHICAGO FIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$1,400.00 0.00															
E 40	KSNV	11/01/12	11/01/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
ROCK CENTER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,400.00 0.00															
E 41	KSNV	10/30/12	11/02/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	8	\$75.00	3	0.00	NM	8	\$600.00
FALLON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 8 \$75.00 0.00															
E 42	KSNV	11/05/12	11/05/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	M-----	:30	2	\$75.00	3	0.00	NM	2	\$150.00
FALLON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 2 \$75.00 0.00															
E 43	KSNV	11/05/12	11/05/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.00	3	0.00	NM	2	\$370.00
TON SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 2 \$185.00 0.00															
E 44	KSNV	10/30/12	11/02/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.00	3	0.00	NM	8	\$1,480.00
TON SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 8 \$185.00 0.00															
E 45	KSNV	10/30/12	11/02/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 4 \$425.00 0.00															
E 46	KSNV	11/05/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$425.00 0.00															
E 47	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----SS 2 \$400.00 0.00															
E 49	KSNV	11/03/12	11/03/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.00	3	0.00	NM	2	\$450.00
SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 2 \$225.00 0.00															
E 50	KSNV	11/03/12	11/03/12		CM	6a-7a	-----S-	:30	2	\$150.00	3	0.00	NM	2	\$300.00

Order / Rev: 103694  
Alt Order #: 06830033  
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Sunrise - SATUR															
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	11/04/12	-----S-			2		\$150.00		0.00				
E 51	KSNV	11/04/12	11/04/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$350.003		0.00	NM	1	\$350.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	11/04/12	-----S			1		\$350.00		0.00				
E 52	KSNV	11/03/12	11/03/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003		0.00	NM	1	\$550.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	11/04/12	-----S-			1		\$550.00		0.00				
N 53	KSNV	11/04/12	11/04/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.001		0.00	NM	1	\$400.00
Sports Night in Las Vegas															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12	11/04/12	-----S			1		\$400.00		0.00				
													Totals	168	\$48,575.00